

EXHIBIT

Hth Kaul

Subject: Re: Minutes of [REDACTED] Meeting

From: Shelley <shelley@amsguelp.com>

To: sherrene.kevan@sympatico.ca

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-----Original Message-----

From: Sherrene Kevan <sherrene.kevan@sympatico.ca>

To: Shelley <shelley@amsguelp.com>

Cc: Dave Fletsch <dpletsch@golden.net>; hojo@easynet.ca <hojo@easynet.ca>

Subject: Minutes of [REDACTED] Meeting

>PROTECTED BUSINESS INFORMATION

>Minutes of [REDACTED] Meeting at AMS.

>Attendance: Sherrene Kevan, Shelley Alford, Dave Fletsch, Jacqueline

>Johnson

>Regrets: Barry Alford, Peter Kevan

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① >The topics of this meeting were 1) Marketing, 2) Project projections,
>and 3) Schedules.

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② >There were various aspects of each topic that were discussed. Please
>refer to last meetings minutes regarding the agenda.

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③ >I will list the items that were discussed. Please feel free to add in
>information or correct any errors.

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④ >Shelley is going to contact Compaq regarding their handheld units and
>possible price breaks for them should we buy in bulk purchases (100
>units for example).

⑤ >Salesman will be meeting with Shelley and Barry(?) within the week if it
>can be arranged.

⑥ >Compaq head office is in the USA, but they have sales people in Canada.

⑦ >Jacqueline will check out the university and alumni magazines for possible
>costs and further finetuning of the target market.

⑧ >Shelley will find out the procedure for submitting a first draw on the IRAP
>funding. Dave and Sherrene are asked to bring an invoice and a summary of
>work completed, based on the proposal, to get the draw underway.

⑨ >Dave will get his test versions of the software with installation
>instruction and a non-disclosure agreement for the testers to sign.

⑩ >AMS will continue to investigate the possible MP3 players in the
>marketplace.

⑪ >Jacqueline Johnson distributed the 2nd document on market research,
>"Viability of Palm Held Computer and CD ROM". Marketing strategy and
>viability of our product was discussed. Examples of Nikon's marketing
>and advertising was reviewed. It was decided that from this document,
>that our target niche group should be the universities, and that is
>where we should target our advertising and sales at the start. This is
>a reminder to all present and not present, that this is not new to us.
>We had originally had this idea to target the universities in order to
>get researchers in the field of ornithology to buy some of the units,
>mainly because of the cost involved, and researchers possibly having the
>money to buy the unit. The Nikon study presented in the marketing
>document, confirms that we are right in go after this area for sales, as
>there are large numbers of post graduates living in Canada alone.



- >The second major issue brought up on marketing was a possible competitor. Sherrene located on the internet, a new product called the Identiflyer that is available on the market. It can be located at this website: <http://www.forthobirds.nv.switchboard.com> if you wish to review it for your own information and to get more background regarding this product. This identifier has some possibilities, and Sherrene has order a unit in order to see what it does, etc. This should arrive in the next few weeks (hopefully), and we can review it at the next meeting.
2. >The Project projections and the Scheduling will be listed below.
>Please keep in mind these are completion dates that we are going to try and achieve, especially since they correspond with the end of the IRAP funding in December.
3. >1. Testing of the 5 CD's that Dave has produced, will be done by August 10. Sherrene will give the CD's to 5 people and get this information back to Dave at the meeting.
>The CD's will take about 2 hours to test for each person, and the testing group must represent a wide range of computer literate backgrounds.
4. >2. Dave will give me the test sheet with a list of 10 questions for the test group to answer. There will also be a disclosure statement on each of the test sheets for each person to sign, in order to protect confidentiality. Dave will have this done by [redacted].
5. >3. Revisions to prototype from test group 1's suggestions will be completed by [redacted].
>Allowing 2 weeks for revised prototype CD, the deadline will be Sept. 4.
6. >4. Second set of questions and testing with new test group, No. 2, will be conducted and information given back to Dave by [redacted].
>Shelley will be in charge of organizing the 2nd set of testers.
7. >5. Third test group. There will be 4 people to test the prototype on the Compaq players. This will be done at Shelley and Barry's residence, and we will make a social occasion of it. There will be on hand all the necessary equipment and technical personal to help with this 3rd critical test.
>This will be on [redacted].
8. >6. Test #4, will be conducted with the 3 previous test groups. This will be the independant testing carried out on the Compaq palm device. Colin Kevan, Peter and Sherrene Kevan, Barry and Shelley, and Dave will also make up part of this test group. This test will be within one week and feedback to Dave will be by [redacted].
9. >Now this is where there are some sketchy notes so please correct:
>[redacted] feedback.
>Allow 2 weeks for corrections, then on [redacted] start 3rd testing.
>By [redacted] feedback expected from committed group.
>[redacted] Final test.
>[redacted], Dave gets feedback on final prototype.
>By Christmas we will have the final compaq version prototype ready!!!
10. >Other notes of discussion:
>-Marketing strategy needs to be solidified. An advertising package will be ready for review by J. Johnson at next meeting on [redacted].
>We will be targeting the spring birders, so hopefully we will have the units ready for sale by February at the latest.
>Dave requested that J. Johnson have more information available on

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>pricing, units for sale, and sales projections as well as circulation
>and available markets. This should be ready for us by October as a
>short-term marketing strategy. We will also need a long term marketing
>plan and will need to work on this as a group in the next few months.
>

>Note: Please send all corrections to me and I will then finalize the
>minutes.

>Thanks!

>(P.S.) I am now starting to get very excited about this project as I see
>some results and the potentials. Yeah!

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